



**City of Asheville
Parks, Recreation & Cultural Arts Department**

Request for Proposal: Official Non-Alcoholic Beverage Sponsor

Under this Request for Proposal, the City of Asheville Parks, Recreation, & Cultural Arts Department is seeking an official non-alcoholic beverage sponsor.

Company Name _____

Contact Name _____ Email _____ Phone _____

Contact Name _____ Email _____ Phone _____

Address _____

Company Phone _____ Company Fax _____

Before submitting a proposal, each bidder is encouraged to make all investigations and examinations necessary to ascertain on-site conditions and requirements affecting the full performance of the contract and to verify any representations made by the City of Asheville upon which the bidder will rely. If the bidder receives a contract as a result of its proposal, failure to have made such investigations and examinations will in no way relieve the bidder from its obligations to comply in every detail with all provisions and requirements of the contract documents nor will a plea of ignorance of such conditions and requirements be accepted as a basis for any claim whatsoever by the contractor for additional compensation.

If you have any questions regarding this request for proposal, contact Sandra Travis via email at stravis@ashevillenc.gov. Please note that any requests for clarification or additional information become public information and will be made available to all interested parties.

Proposals will be evaluated based on their competitive value and ability to provide the requested services. Consideration will also be given to previous history of partnering with the City of Asheville. Once a determination is made, all applicants will receive notification regarding their acceptance/non-acceptance. Upon acceptance of a proposal, a City of Asheville contract outlining the agreement details between both parties will be issued.

Signature_____

Date_____

Submit one original, signed proposal to:

Mailing Address:

City of Asheville
Parks, Recreation & Cultural Arts
Attn: RFP – Beverage Sponsor
PO Box 7148
Asheville, NC 28802

Physical Address:

City of Asheville
Parks, Recreation & Cultural Arts
Attn: RFP – Beverage Sponsor
70 Court Plaza, City Hall, 4th Floor
Asheville, NC 28801
Mon-Fri: 9:00 a.m. – 5:00 p.m.

Email:

stravis@ashevillenc.gov
Subject: Beverage Sponsor

Description

Under this Request for Proposal, the City of Asheville Parks, Recreation, & Cultural Arts Department is seeking an official non-alcoholic beverage sponsor for multiple events as detailed below.

Father/Son, Father/Daughter Golf Tournament (Asheville Municipal Golf Course)

2010 Date: June 19

2011 Date: June 18 (tentative)

2012 Date: June 16 (tentative)

- Amount of any cash sponsorship fee to be paid to the City of Asheville for Official Non-Alcoholic Beverage Sponsorship status
- Include any quantity of product donation to be used for event.
- Include any quantity of door prizes suitable for young children up to adults. Branded items encouraged.

4th of July Celebration

2010 Date: July 4

2011 Date: July 4

- Amount of any cash sponsorship fee to be paid to the City of Asheville for Official Non-Alcoholic Beverage Sponsorship status.
- Include any quantity of product donation to be used for event.
- Include any quantity of door prizes suitable for young children up to adults. Branded items encouraged.

City of Asheville Open Tennis Championships

2010 Dates: July 6 – 18

2011 Dates: July 5 – 17 (tentative)

- Amount of any cash sponsorship fee to be paid to the City of Asheville for Official Non-Alcoholic Beverage Sponsorship status.
- Include any quantity of product donation to be used for event.
- Include any quantity of door prizes suitable for young children up to adults. Branded items encouraged.

Bele Chere Festival

2010 Dates: July 23 – 25

2011 Dates: July 29 – 31

- Amount of cash for Bele Chere Festival to be paid to the City of Asheville for Official Non-Alcoholic Beverage Sponsorship status.
- Sponsorship will include exclusive on-site sales of non-alcoholic beverages in Bele Chere beverage stations and up to 3 trailers.
- Provide up to 3 stand-alone trailers to be placed within festival boundaries.
- Provide onsite staff during festival set-up, throughout event, and teardown for stocking and restocking of product.
- Include quantity of product donation for VIP Hospitality area and Kick-off Party.
- Include quantity and type of stationary and rolling coolers to be provided.
- Company's proposed product line, cost per case, and container size.

Due Date and Instructions

Proposals are due by 5:00 p.m. Eastern time on Friday, May 14, 2010. Proposals received after this date will not be considered. Upon acceptance of proposal, a contract outlining agreement details between both parties will be issued.

Term of Agreement

This proposal is for an approximate two year period beginning upon acceptance and ending June 30th, 2012.